



JANUARY 2025

LONDON HERITAGE QUARTER MONTHLY INSIGHTS

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LONDON HERITAGE QUARTER MONTHLY INSIGHTS

INTRODUCTION

What is London Heritage Quarter?

Stretching from Belgravia through to Parliament Square and along the Strand to the Royal Courts of Justice, London Heritage Quarter is a collective of four Business Improvement Districts representing over one thousand organisations.

NORTHBANK: The Northbank Business Improvement District (BID) covers one of London's most iconic areas and includes Trafalgar Square, Strand and Aldwych.

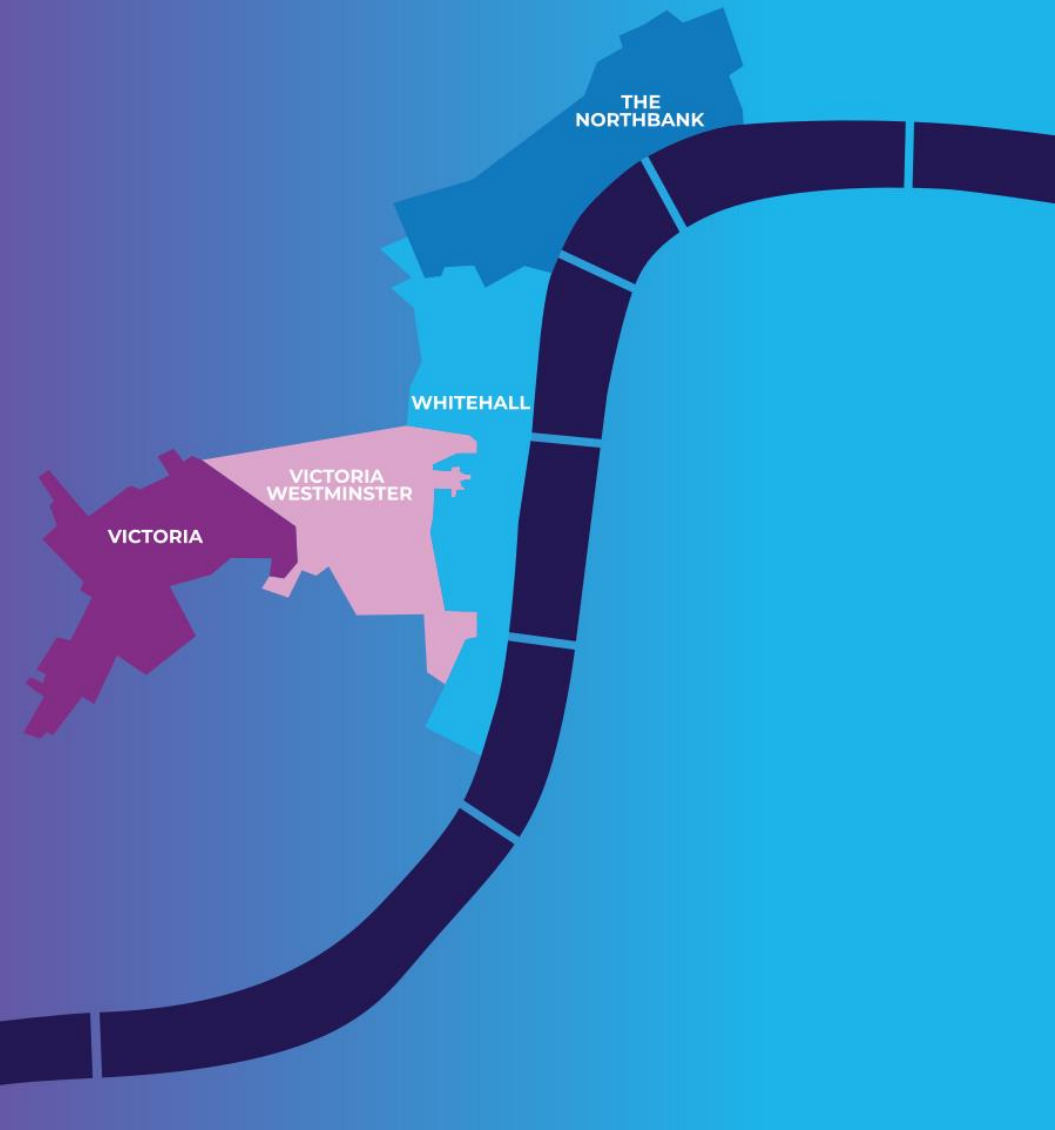
VICTORIA: The Victoria Business Improvement District (BID) is a business-led and business-funded body formed to support economic growth in Victoria and to create a vibrant destination for those who work, visit or live in the area.

VICTORIA WESTMINSTER: The Victoria Westminster BID covers an area of national significance. The footprint includes St James's Park tube station, Parliament Square and Westminster Abbey, along with a variety of historic and cultural assets, established hotels and blue-chip organisations.

WHITEHALL: The Whitehall BID footprint is one of historical and political significance. The footprint includes Westminster tube station, Downing Street, The Palace of Westminster and Horse Guards Parade, along with a variety of hotels, and historic and cultural assets such as the Tate Britain.

In this report, Victoria BID refers to Victoria, Victoria Westminster & Whitehall

Source: London Heritage Quarter



LONDON HERITAGE QUARTER MONTHLY INSIGHTS

METHODOLOGY

London Heritage Quarter partners with Colliers to provide data and insights on visitors to the area. Monthly visitor reports provide key insights around:

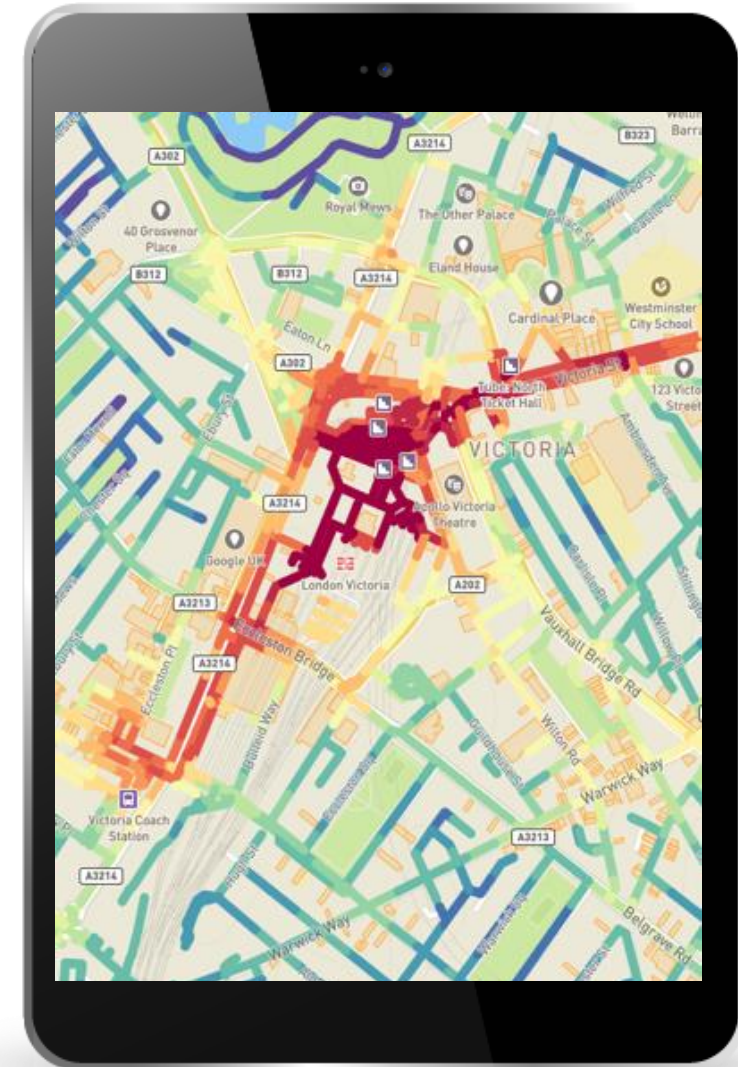
- ❑ Visitor footfall
- ❑ Visitor profile
- ❑ Visitor behaviour

Visitor insights data is sourced from Colliers LocateFootfall platform and profiled using Experian's Mosaic segmentation

Colliers works with London Heritage Quarter BIDs to provide ongoing visitor insights to support BID managers and members in driving activity and growth across the area. The report covers insights comparing Northbank & Victoria BID (comprising Victoria, Victoria Westminster & Whitehall), and individual character clusters within these.

Visitor insights data is sourced from Colliers' LocateFootfall platform and profiled using Experian's MOSAIC segmentation. The platform is powered by extensive mobility data from a pool of billions of records, and is the product of a range of unique partnerships across the Data & PropTech markets, harnessing big data and A.I to deliver unique crowd-level profile & behavioural insights.

See Appendix for defined BID boundaries





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01

VISIT PERFORMANCE

VISIT PERFORMANCE | VICTORIA BID

VISITS TO VICTORIA BID UP +14.8% YEAR-ON-YEAR

Visits to Victoria BID up +15% year-on-year in January 2025, despite expected decline month-on-month vs. December 2024

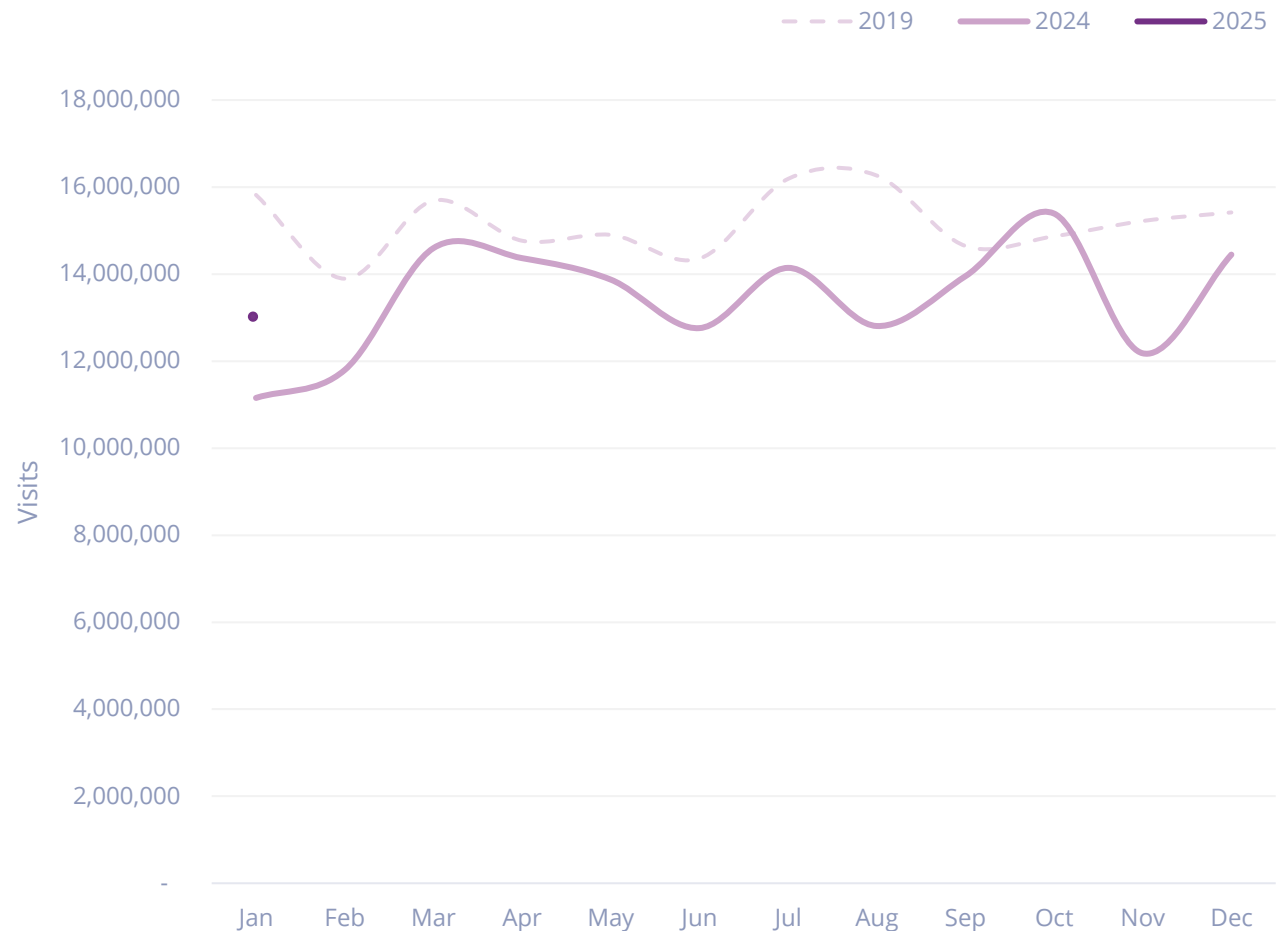
Victoria BID experienced expected decline in visit volumes month-on-month vs. December, following the festive period. Total visits to Victoria BID in January 2025 were **12.8 million**, with January 2025 out-performing last January by +14.8%.

Similar trends were experienced in wider West End benchmark, while Victoria BID saw slightly more positive growth performances vs. the benchmark area.

January 2025

| Area | Footfall (millions) | Month-on-Month | Year-on-Year | vs. 2019 |
|----------------------|---------------------|----------------|--------------|----------|
| Victoria BID | 12.8 | -11.3% | +14.8% | -19.0% |
| West End (Benchmark) | 18.5 | -16.6% | +13.0% | -54.1% |

Monthly Overview

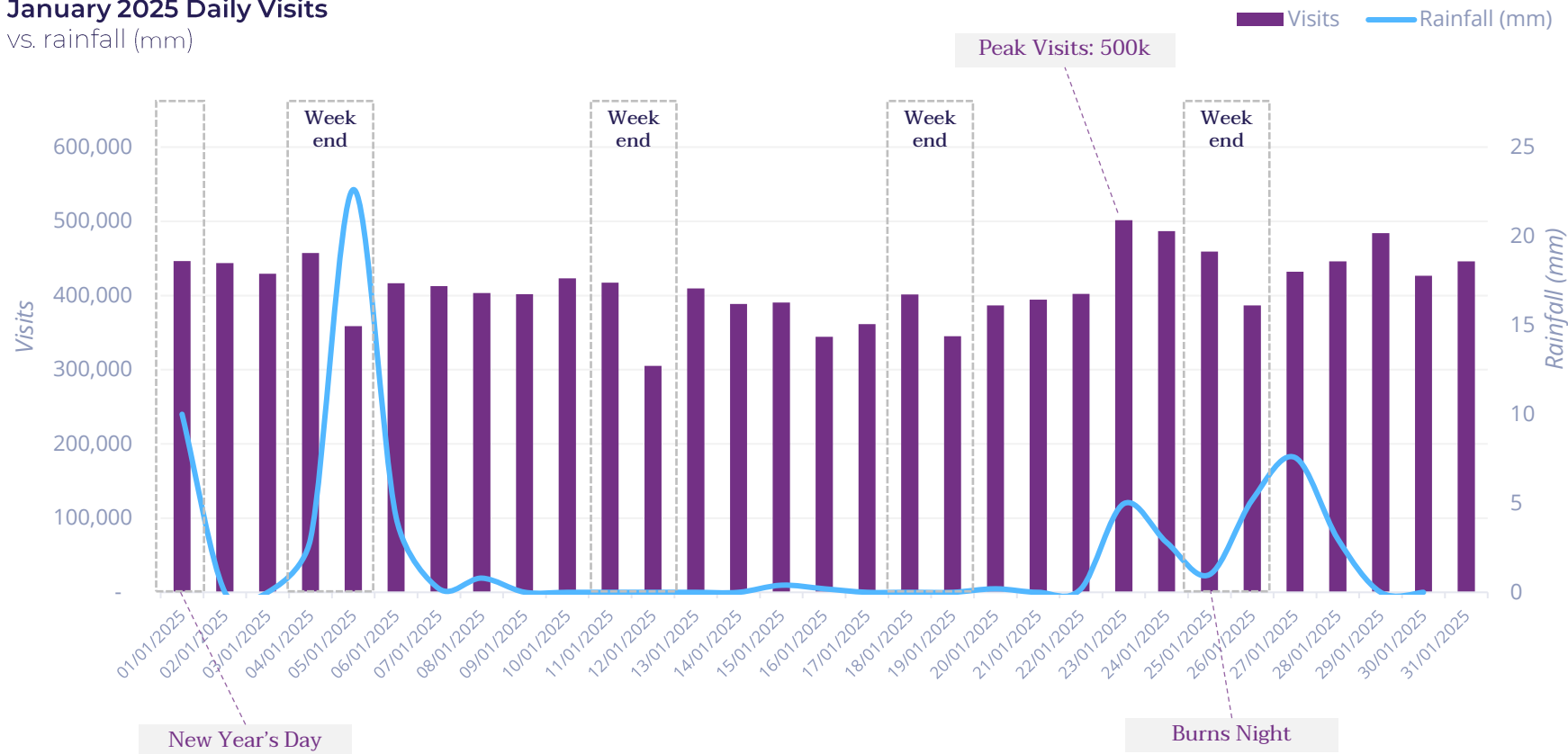


Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

VISIT PERFORMANCE | VICTORIA BID

UPLIFT IN VISITS TO VICTORIA BID IN FINAL WEEK OF JANUARY 2025

January 2025 Daily Visits vs. rainfall (mm)



Visits returned to normal distribution in January, with increased visits in final week of the month

Peak visits occurred on Thursday 23rd January, with 500k visits to Victoria BID, representing a +18.4% increase in typical visitor volumes on Thursdays in January 2025.

Visits in the final week of the month (23rd Jan onwards) saw volumes on average +9.2% higher than average January 2025 volume for each respective day.

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

Strong growth performance year-on-year across most clusters, despite expected month-on-month decline following festive period

VISIT PERFORMANCE | VICTORIA BID

YEAR-ON-YEAR GROWTH ACROSS MOST CLUSTERS IN JANUARY 2025

January 2025

| Area | Footfall | Month-on-Month | Year-on-Year | vs. 2019 |
|-------------------------|------------|----------------|--------------|----------|
| Victoria BID | 12,808,305 | -11.3% | +14.8% | -19.0% |
| Buckingham Palace Road | 2,189,330 | -12.3% | +18.8% | -19.5% |
| Parliament Square | 2,672,328 | -9.8% | +19.5% | -8.4% |
| Terminus Place | 919,261 | -23.3% | -7.9% | -55.5% |
| Victoria Street – West | 1,149,183 | -19.5% | +4.6% | -58.6% |
| St. James’ Park Station | 91,980 | -46.6% | -8.1% | -87.9% |
| Victoria Street – East | 1,033,041 | -12.7% | +15.4% | -11.6% |
| Whitehall | 4,753,182 | -5.1% | +19.3% | +39.2% |
| West End (Benchmark) | 18,455,099 | -16.6% | +13.0% | -54.1% |

Visits to Victoria BID in January 2025 saw decline month-on-month across all clusters, contributing to overall BID decline of -11.3% vs. December 2024. However, this trend was expected, and in-line with other venues across London, following the festive period in December boosting previous month visitation.

Despite this, most clusters saw increased performance relative to same month last year, with Parliament Square (+19.5%) and Whitehall (+19.3%) seeing significant growth, and contributing to wider trend of +14.8% across Victoria BID.

Similar performance trends were seen in wider West End benchmark location, both month-on-month and year-on-year. However, Victoria BID ‘out-performed’ the benchmark area in terms of both month-on-month and year-on-year % change, experiencing a greater increase vs. last year and slightly lower decline vs. previous month.

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

VISIT PERFORMANCE | NORTHBANK BID

+16% GROWTH IN VISITS YEAR-ON-YEAR TO NORTHBANK

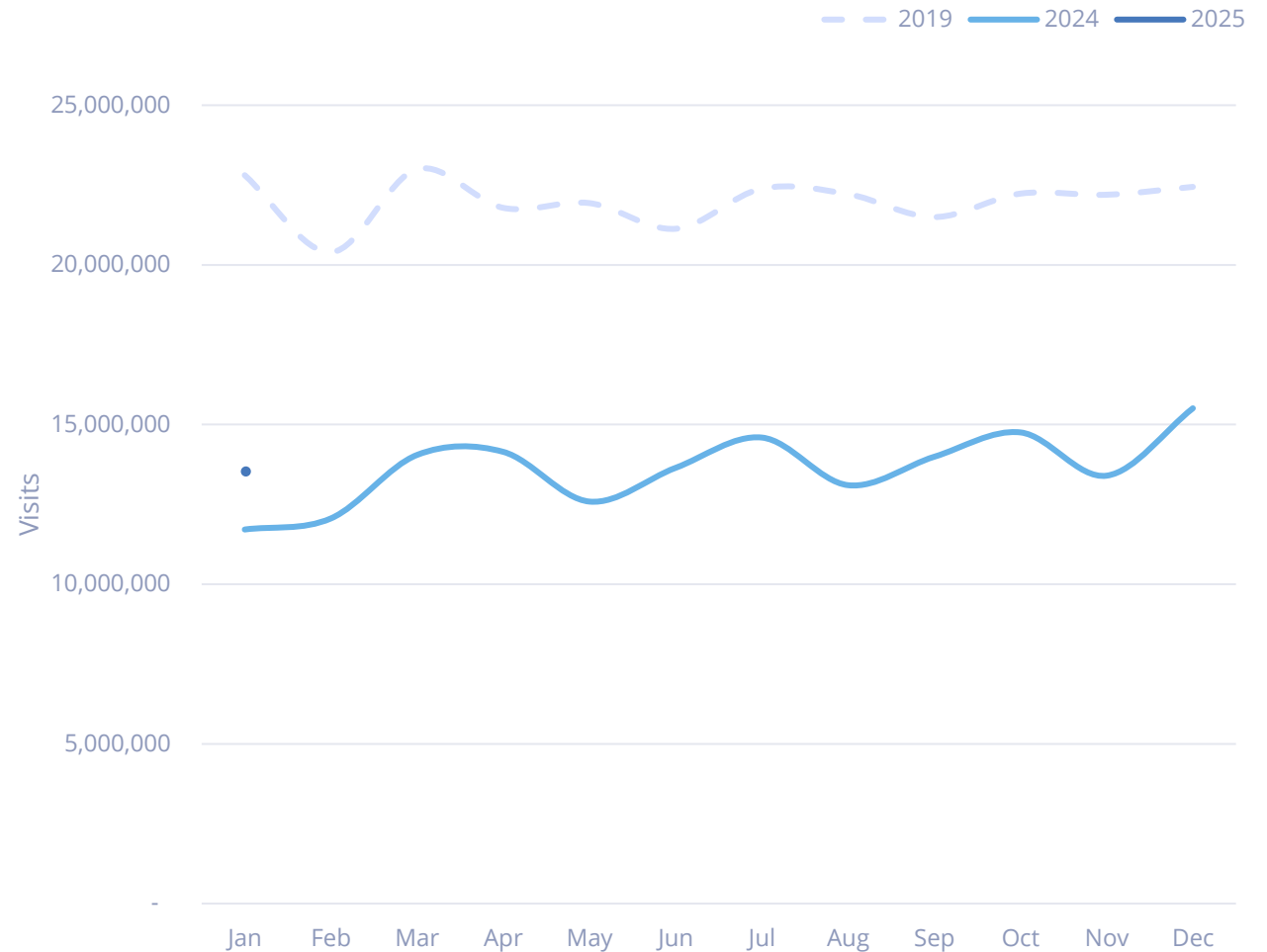
Visits to Northbank BID up +16% vs. same month last year, in January 2025

13.6 million total visits to Northbank BID during January 2025, showing strong growth vs. previous year (+16%), despite expected month-on-month decline vs. December (-12%) – a trend also experienced in wider London HQ districts, and wider West End benchmark.

January 2025

| Area | Footfall (millions) | Month-on-Month | Year-on-Year | vs. 2019 |
|----------------------|---------------------|----------------|--------------|----------|
| Northbank BID | 13.6 | -12.1% | +16.3% | -40.2% |
| West End (Benchmark) | 18.5 | -16.6% | +13.0% | -54.1% |

Monthly Overview

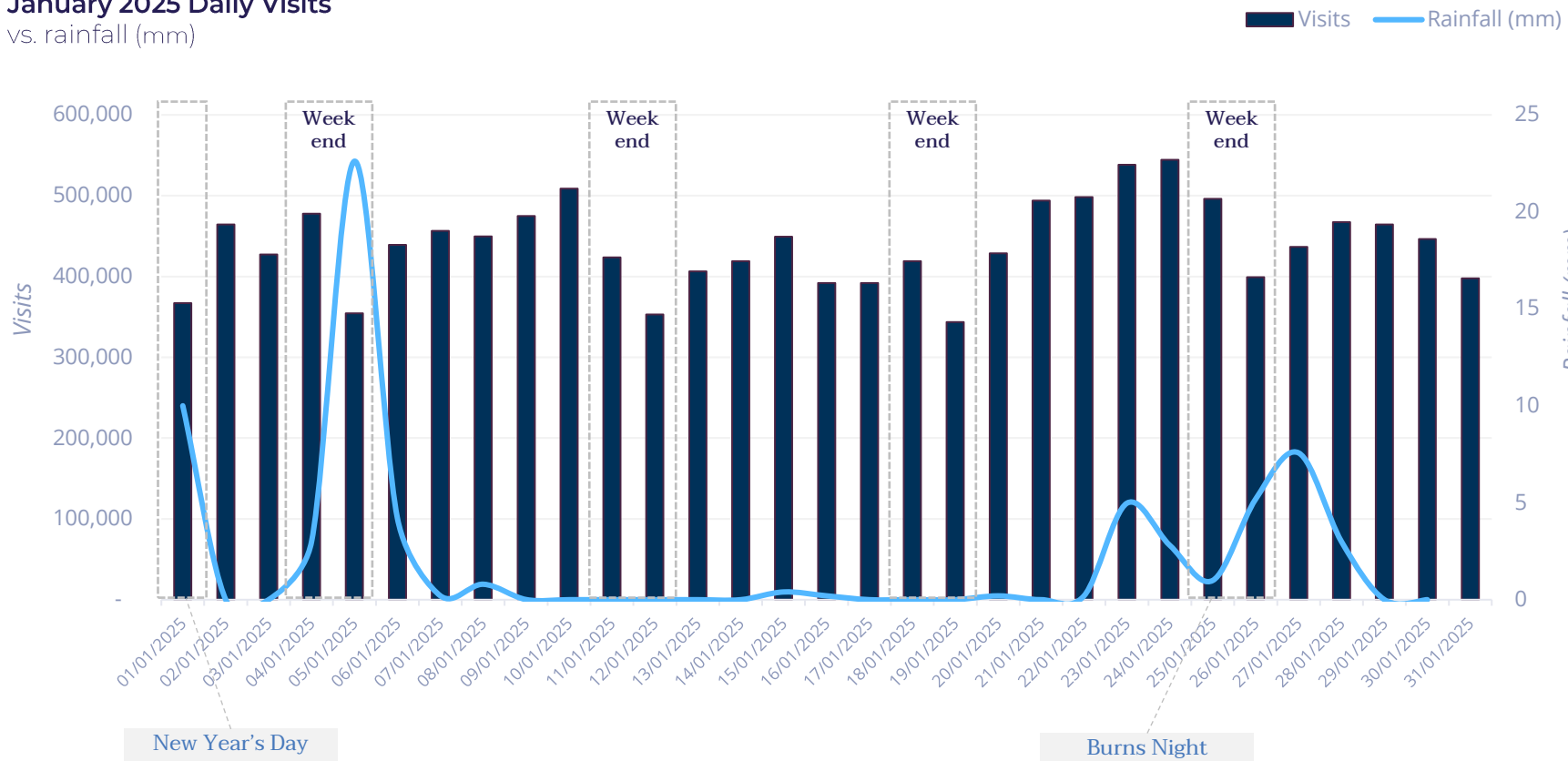


Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

VISIT PERFORMANCE | NORTHBANK BID

PEAK VISITS TO NORTHBANK BID OCCURRED ON FRIDAY 24TH JANUARY WITH 545K VISITORS

January 2025 Daily Visits vs. rainfall (mm)



Peak visitation occurred on Friday 24th January, with Week 4 (w/c 20th) accounting for highest visit volumes in January

Impact of New Year's Day saw visits down -17.7% compared to average day in January, however visits quickly recovered at the end of Week 1.

Two out of the three highest visitor days during January occurred on Fridays, representing potential shift in worker behaviour and also engagement with social and cultural events across the weekend.

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

Strong performance across most clusters year-on-year, particularly Trafalgar Square (+18.6%) and Northumberland Avenue (+15.9%)

VISIT PERFORMANCE | NORTHBANK BID

VARIED PERFORMANCE ACROSS CLUSTERS IN JANUARY, WITH OVERALL BID AREA UP +16% YEAR-ON-YEAR

Visit performance during January 2025 experienced decline across all clusters in Northbank BID month-on-month, due to the end of the festive period; overall Northbank BID saw visits -12% below December 2024.

However, most clusters saw increased visit performance year-on-year (vs. January 2024), contributing to overall growth rate of +16% for Northbank BID vs. same month last year.

As seen in wider London HQ districts, Northbank BID also experienced an improved growth rate year-on-year, and less decline month-on-month vs. wider West End benchmark.

| Area | Footfall | Month-on-Month | Year-on-Year | vs. 2019 |
|-----------------------------|------------|----------------|--------------|----------|
| The Northbank - Total Area | 13,628,412 | -12.1% | +16.3% | -40.2% |
| Strand - Central | 2,011,252 | -19.0% | +7.3% | -28.6% |
| Strand - West | 2,184,061 | -12.6% | +11.3% | -55.6% |
| Maiden Lane + Tavistock | 540,461 | -17.5% | -7.0% | -45.6% |
| Aldwych D | 4,653,828 | -12.1% | +8.8% | +24.2% |
| Strand Aldwych | 390,937 | -27.2% | +9.4% | -80.0% |
| Somerset / Arundel | 1,584,455 | -18.3% | +3.9% | -22.2% |
| Riverfront | 3,457,521 | -11.1% | +28.3% | +8.7% |
| Adelphi | 266,792 | -21.8% | -5.0% | -74.2% |
| Victoria Embankment Gardens | 335,017 | -22.2% | +2.6% | -43.6% |
| Villiers Street | 1,010,222 | -18.4% | -2.4% | -59.8% |
| Northumberland Avenue | 2,386,152 | -11.8% | +15.9% | -27.1% |
| Trafalgar Square | 4,870,399 | -10.7% | +18.6% | -2.6% |
| West End (Benchmark) | 18,455,099 | -16.6% | +13.0% | -54.1% |

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

02

VISITOR BEHAVIOUR

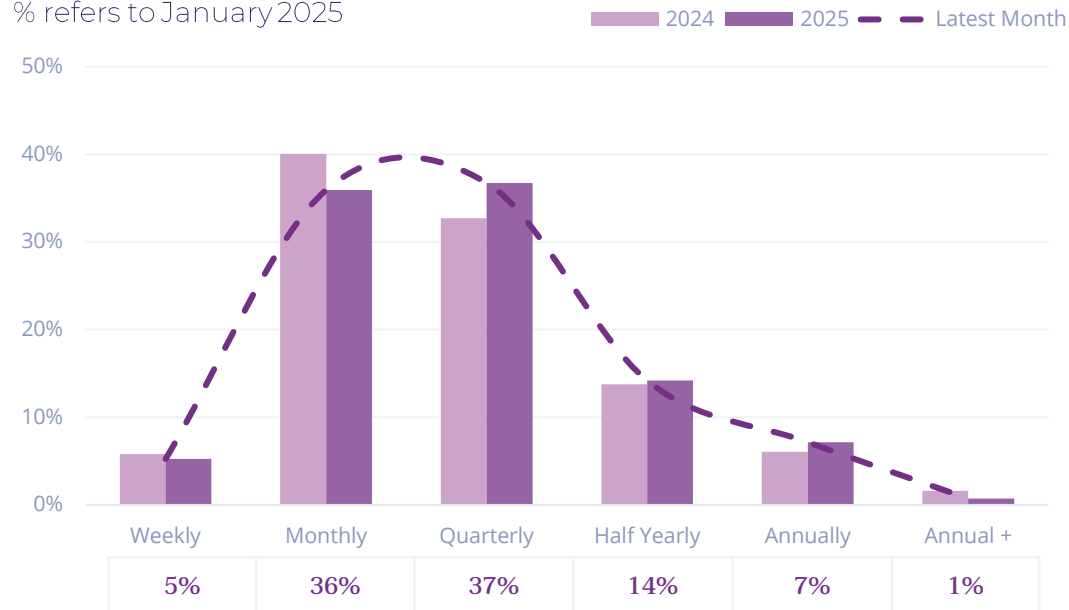


VISIT BEHAVIOUR | VICTORIA BID

DWELL TIME -6% IN JANUARY VS. DECEMBER DUE TO IMPACT OF FESTIVITIES, HOWEVER +1% VS. 2024 AVG

Visit Frequency

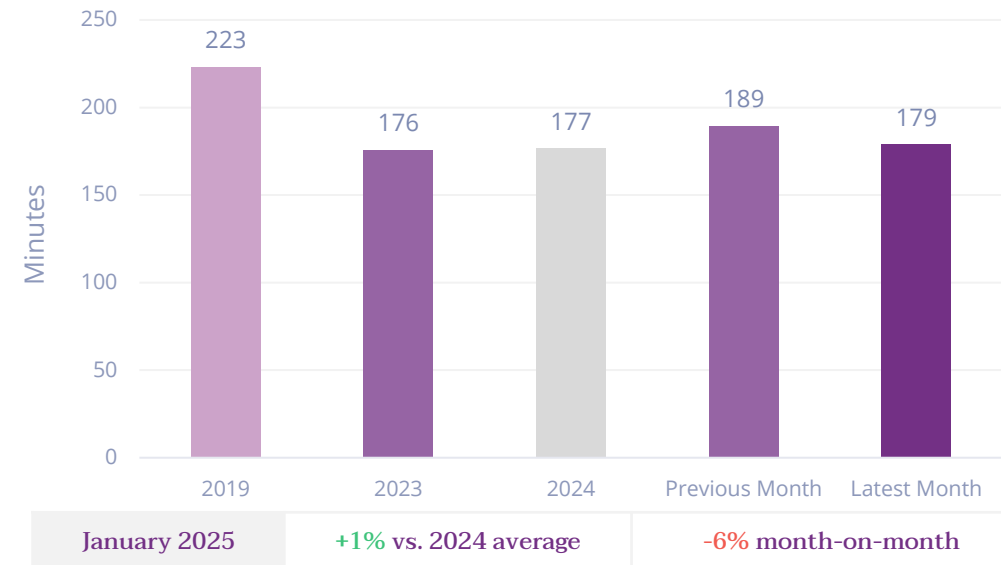
% refers to January 2025



Visit frequency distribution largely in-line with 2024 average, with high proportion of visitors visiting the BID either Monthly or Quarterly, representing the area's social and cultural offerings capturing a destination-focussed visitor.

Average Dwell

January 2025



Dwell time consistent with 2024 average (+1%), despite decline vs. December 2024, which saw a large increase vs. 2024 average.

Visitor dwell **-6%** vs. December 2024, and **+1%** vs. 2024 average.

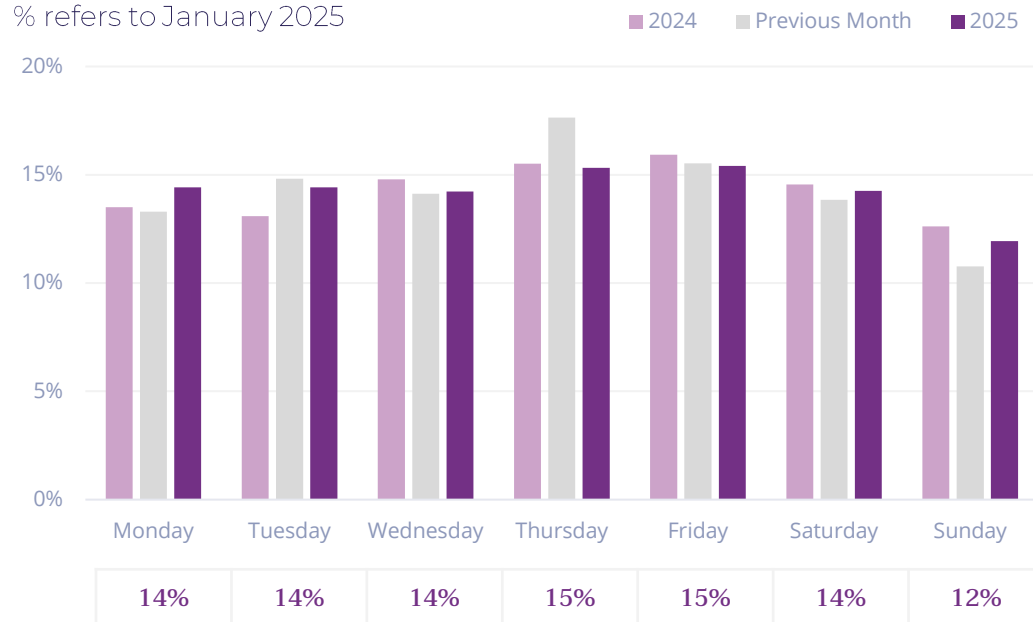
Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

VISIT BEHAVIOUR | VICTORIA BID

THURSDAYS & FRIDAYS CONTINUED TO SEE HIGHEST SHARE OF VISITS ACROSS VICTORIA BID IN JANUARY 2025

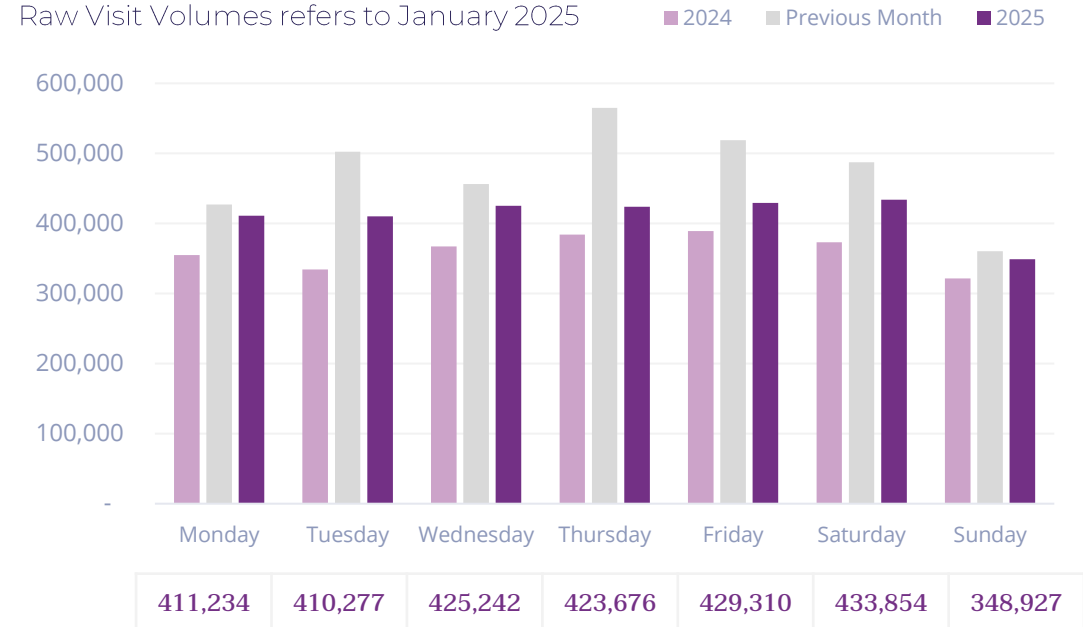
Visit Share by Day

% refers to January 2025



Average Visits by Day

Raw Visit Volumes refers to January 2025



Distributed visitor behaviour across the week in terms of visits to Victoria BID, with an increase in share of visits on Mondays and across the weekends vs. December 2024. Thursdays & Fridays captured peak visitation (15%) to Victoria BID, accounting for ~424k and ~430k average visits respectively during January 2025.

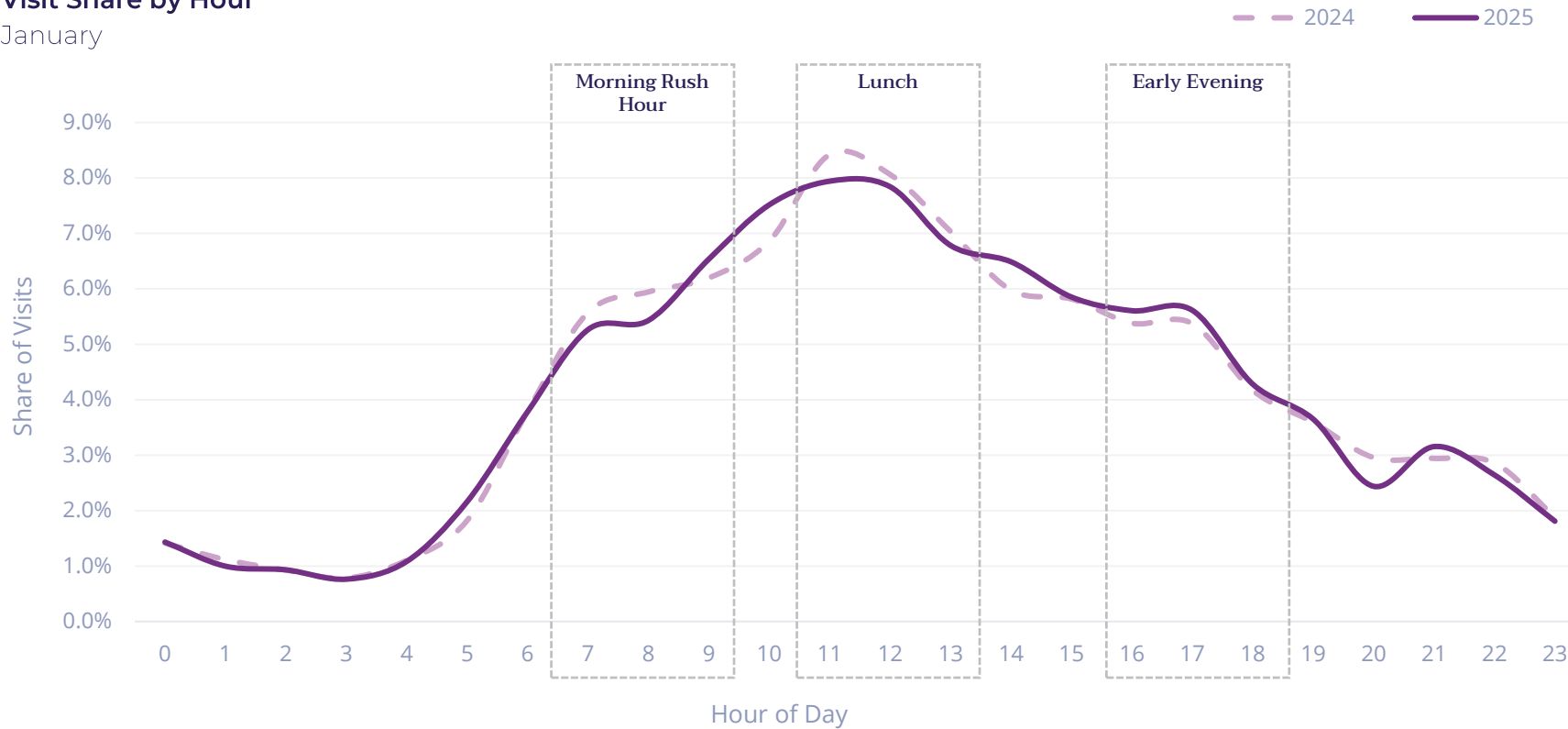
Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

VISIT BEHAVIOUR | VICTORIA BID

DISTRIBUTION OF VISITS THROUGHOUT THE DAY FOLLOWS A SIMILAR TREND TO JANUARY 2024

Visit Share by Hour

January



Share of visits throughout the day in-line with trend seen in previous year, despite slightly higher share in mid-morning (~10am)

Visit distribution throughout the day to Victoria BID displays three clear phases: a peak in morning rush hour at ~9am (6.5% of daily visits), a lunchtime peak (7.8%), before a gradual decline in share of visits throughout late afternoon/early evening.

Slightly more distributed hourly share of visits in January 2025, with lower morning & lunch-time peak, and more consistent share between 10am-2pm.

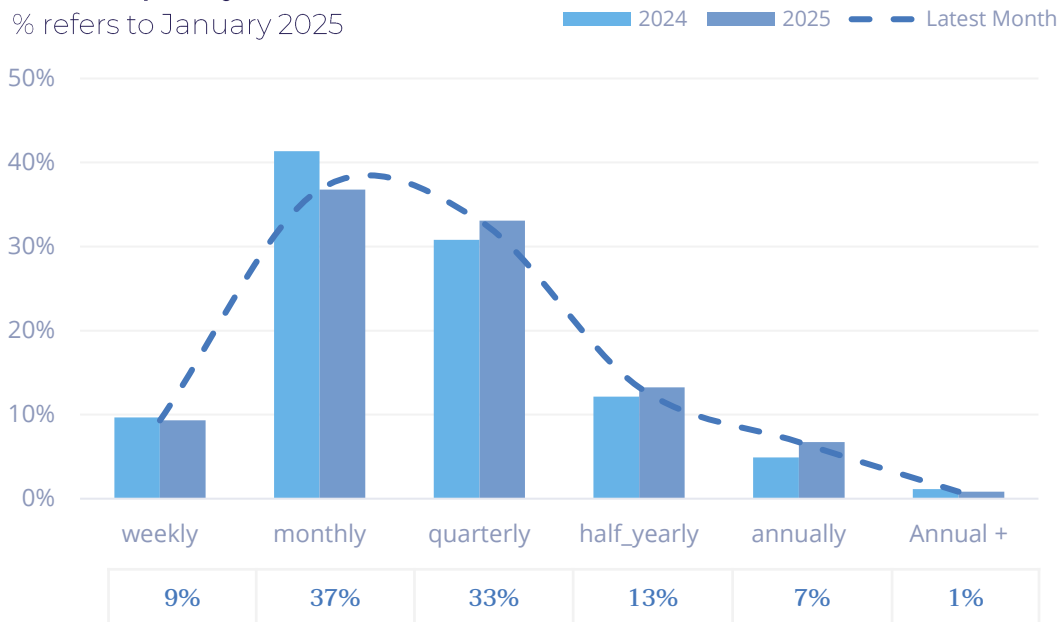
Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

VISIT BEHAVIOUR | NORTHBANK BID

JANUARY CAPTURED A SLIGHTLY LESS FREQUENT VISITOR TO JAN-24, WITH INCREASE QUARTERLY

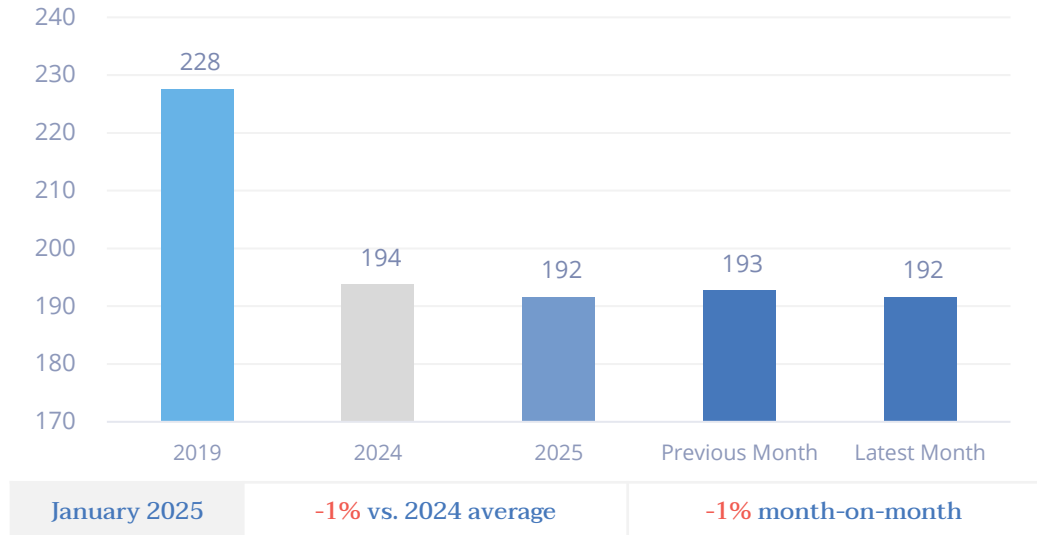
Visit Frequency

% refers to January 2025



Average Dwell

January 2025



As seen in Victoria BID, January 2025 saw slight shift in visit frequency with an increase in visitors visiting Northbank BID quarterly compared to 2024. However, 'Monthly' remains the peak visit frequency bracket, with 37% of visitors visiting monthly to Northbank BID.

Dwell time around Northbank BID relatively consistent in January 2025 compared to both 2024 average & month-on-month.

Dwell time down -1% vs. 2024 average, and -1% vs. December 2024.

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

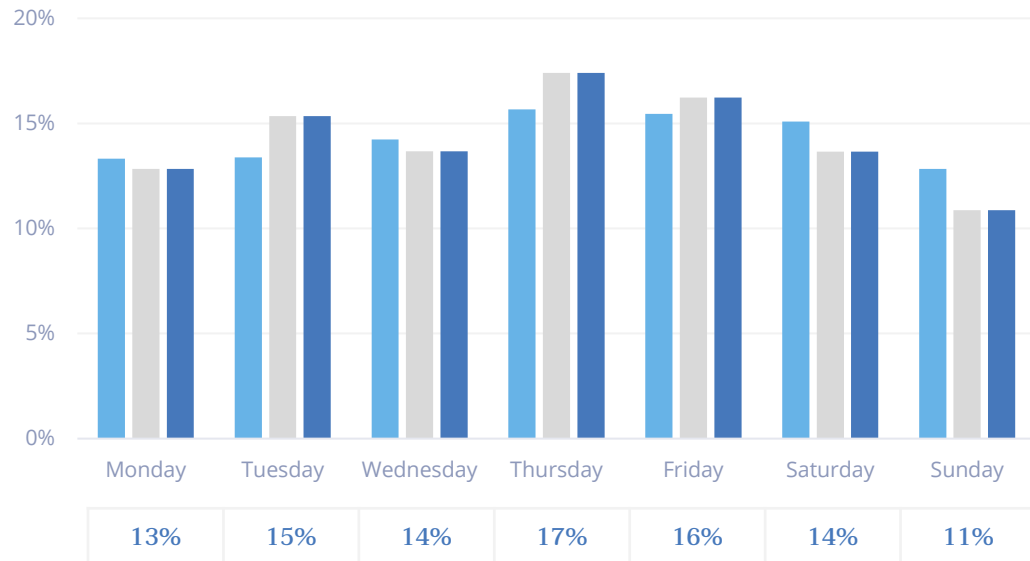
VISIT BEHAVIOUR | NORTHBANK BID

DISTRIBUTION OF WEEKLY VISITS CONSISTENT WITH PREVIOUS MONTH, WITH SLIGHT SHIFT VS. JAN-24

Visit Share by Day

% refers to January 2025

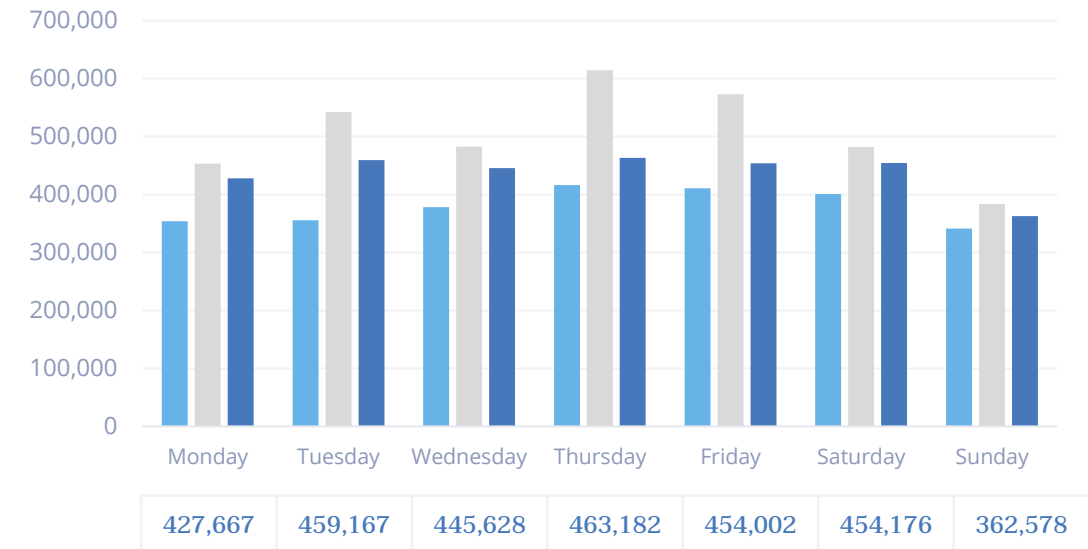
■ 2024 ■ Previous Month ■ 2025



Average visits by day

Raw Visit Volumes refers to January 2025

■ 2024 ■ Previous Month ■ 2025



Weekly distribution of visits to Northbank BID remained consistent with previous month’s distribution, with an increase in share of visits towards end of the working week (Thursday & Friday) compared to January 2024. Despite a slightly lower share of weekly visits occurring on weekends in January 2025, due to increased visitor volumes, average visitation of weekends surpassed levels seen in January 2024 on both Saturdays & Sundays.

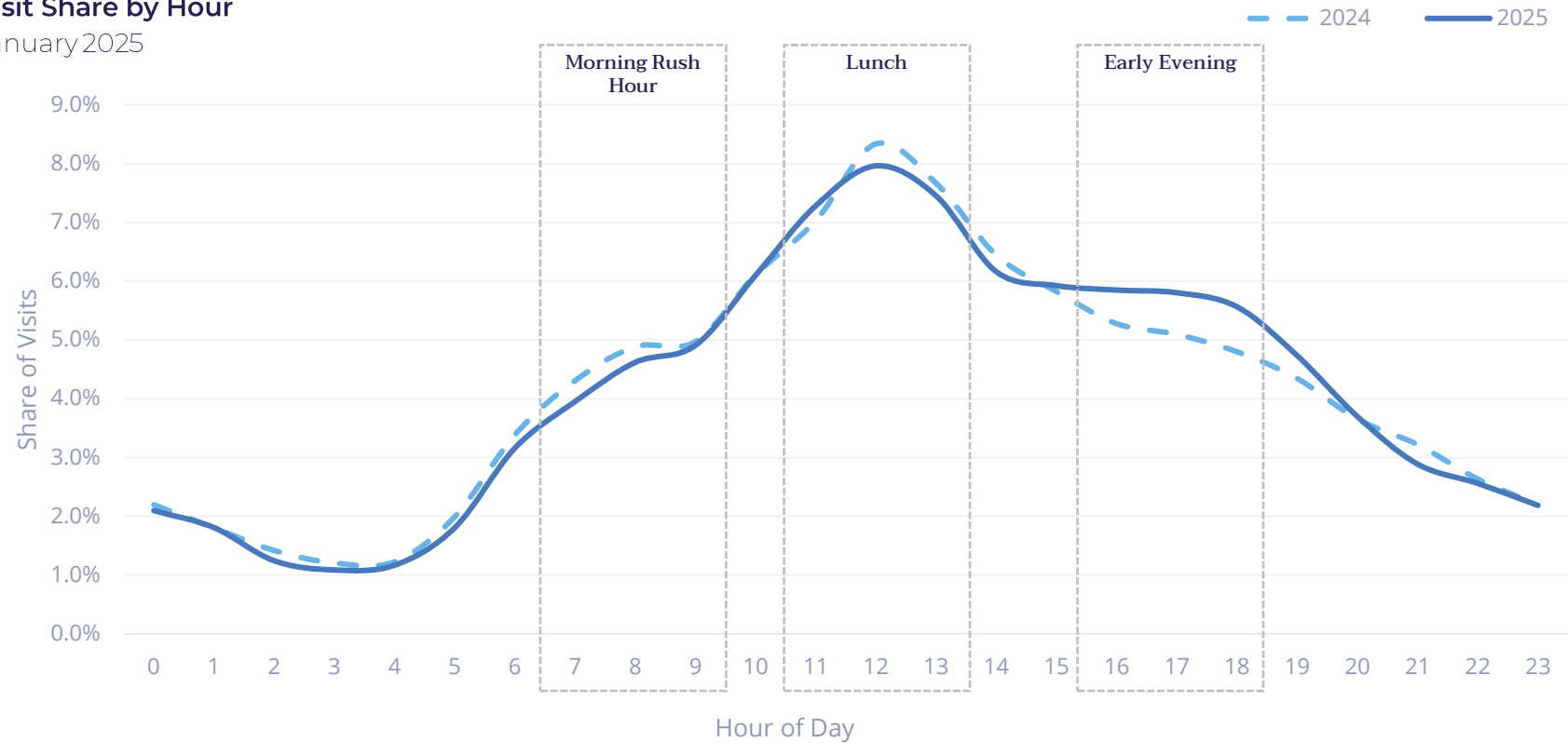
Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

VISIT BEHAVIOUR | NORTHBANK BID

INCREASED EARLY EVENING VISIT SHARE IN JANUARY 2025 VS. JANUARY 2024

Visit Share by Hour

January 2025



Visit distribution throughout January 2025 relatively in-line with distribution in same month last year

Peak visits occurred in Northbank BID between 11am – 12pm (8% of daily visits).

Increase in share of visits occurring in Early Evening (4pm – 6pm) in January 2025, accounting for 17.2% of visits, vs. 15.2% in January 2024.

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

03

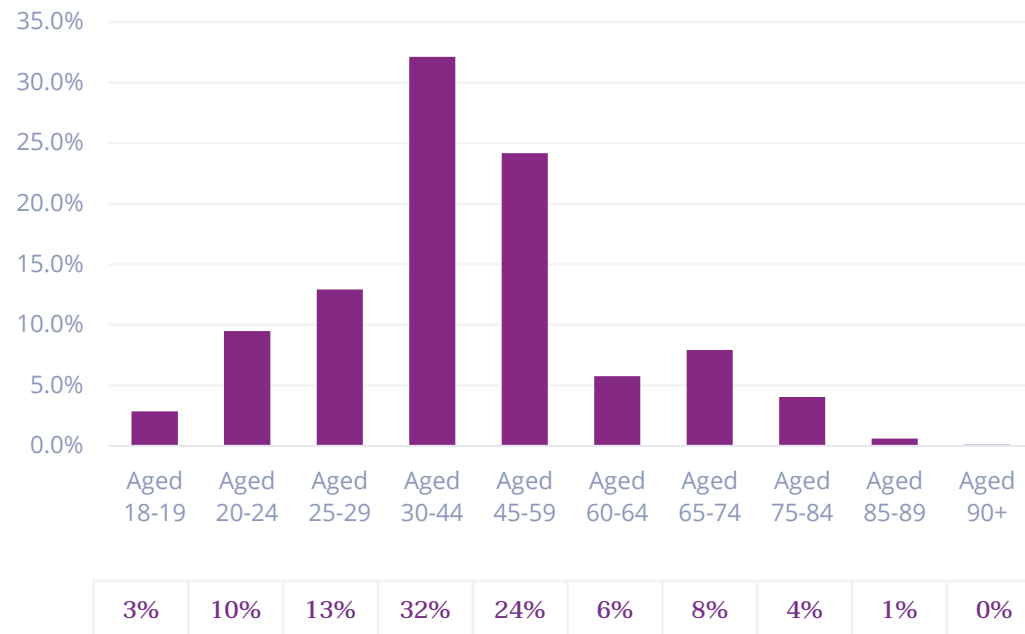
VISITOR SEGMENTATION



VISIT SEGMENTATION | VICTORIA BID

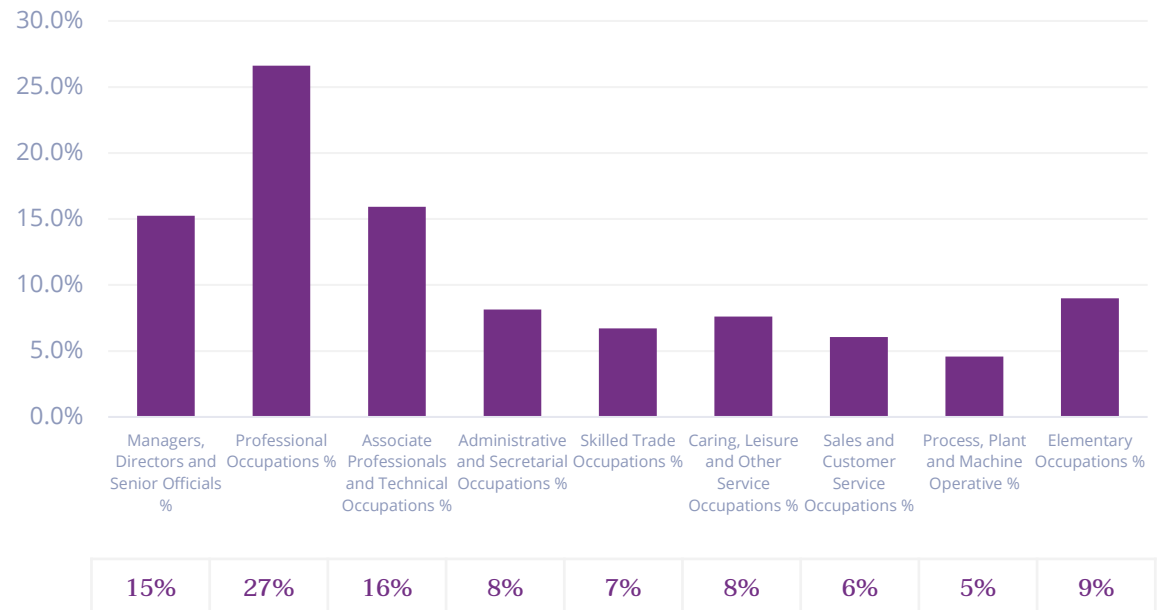
VICTORIA BID CATCHMENT PROFILE SKEWED TOWARDS HIGH-INCOME, MIDDLE-AGED VISITORS

Age Profile



Victoria BID has a bias towards mid-ranged age groups, particularly aged 30-44 years old (32.1%) and 45-59 years old (24.2%)

Occupation Splits



Victoria BID biased towards 'white collar', typically higher-paid occupations (towards left hand side of the graph) than the UK average.

Professional Occupations accounts for 26.6% of visitor profile.

Source: Colliers LocateFootfall | ORC
See Appendix for defined BID boundaries

VISIT SEGMENTATION | VICTORIA BID

VISITOR PROFILE OVER-INDEXES ON CITY PROSPERITY & MUNICIPAL TENANTS

Visitor profile remains in line with West End, with a bias towards 2 Mosaic groups 'City Prosperity' and 'Municipal Tenants'

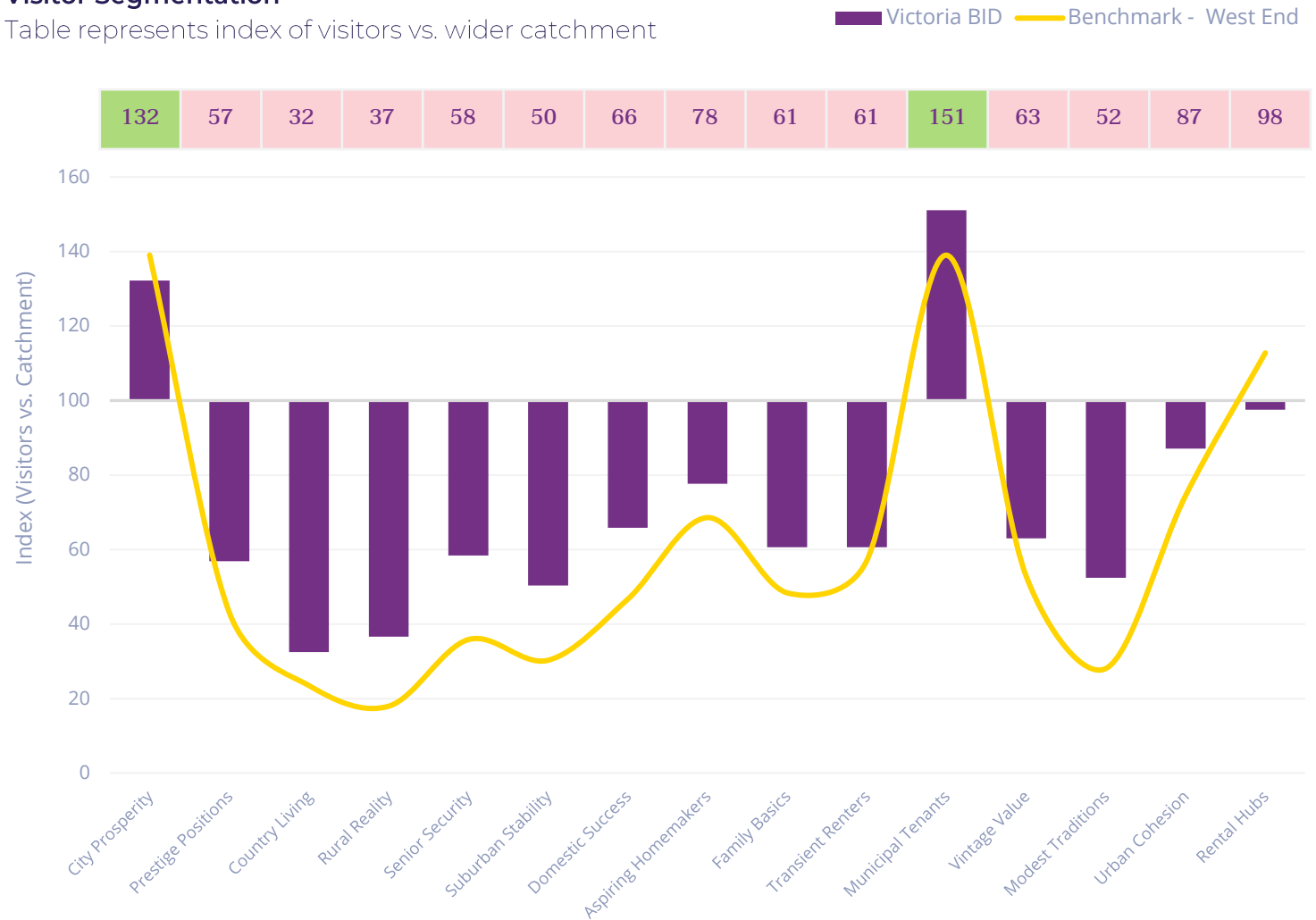
City Prosperity are high-income residents who have expensive homes in desirable metropolitan locations (Age: 26-35 | Income: £100k-£150k)

Municipal Tenants are residents who rent inexpensive city homes in central locations

(Age: 56-65 | Income: <£15k)

Visitor Segmentation

Table represents index of visitors vs. wider catchment

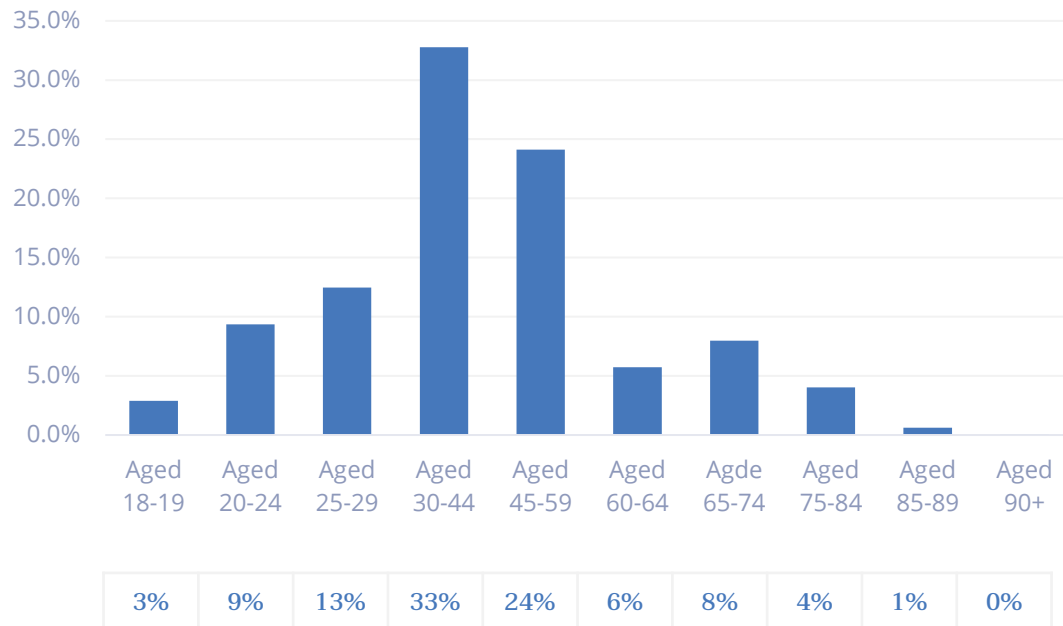


Source: Colliers LocateFootfall | Mosaic Experian
See Appendix for defined BID boundaries

VISIT SEGMENTATION | NORTHBANK BID

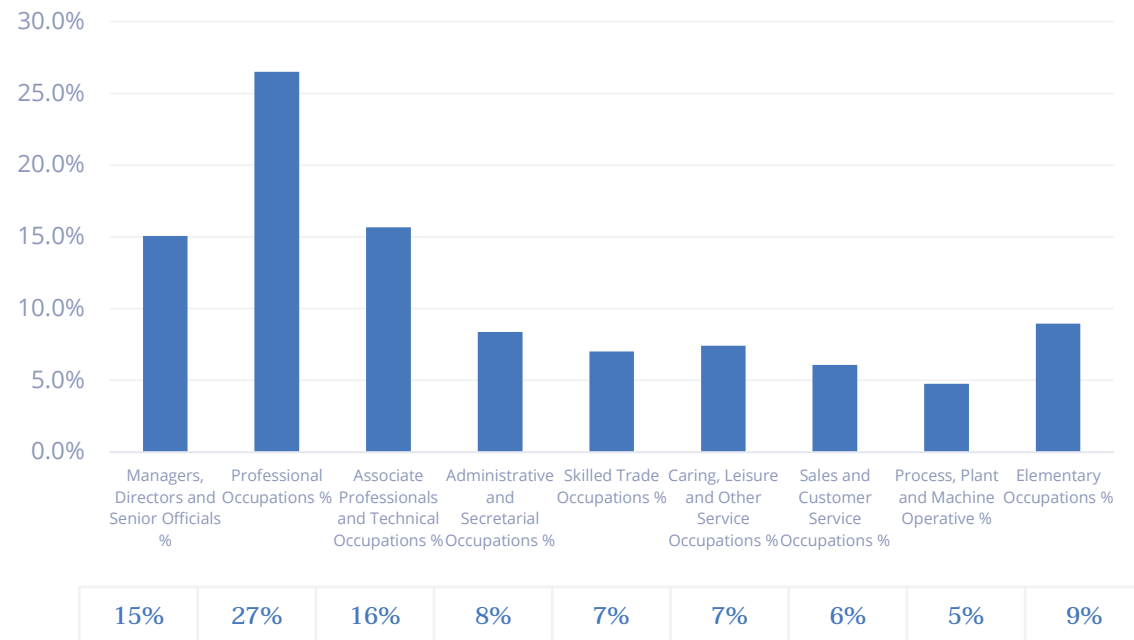
41.6% OF NORTHBANK BID VISITORS WITHIN MANAGERIAL OR PROFESSIONAL OCCUPATIONS CATEGORIES

Age Profile



Northbank BID has a bias towards mid-ranged age groups, particularly aged **30-44 years old (32.8%)** and **45-59 years old (24.1%)**

Occupation Splits



Bias towards **'white collar'**, typically higher paid occupations (towards left hand side of the graph) than the UK average; typical for Central London

26.5% of visitors in Professional Occupations

Source: Colliers LocateFootfall | ORC
See Appendix for defined BID boundaries

VISIT SEGMENTATION | NORTHBANK BID

NORTHBANK BID OVER-INDEXES ON CITY PROSPERITY, MUNICIPAL TENANTS & RENTAL HUBS

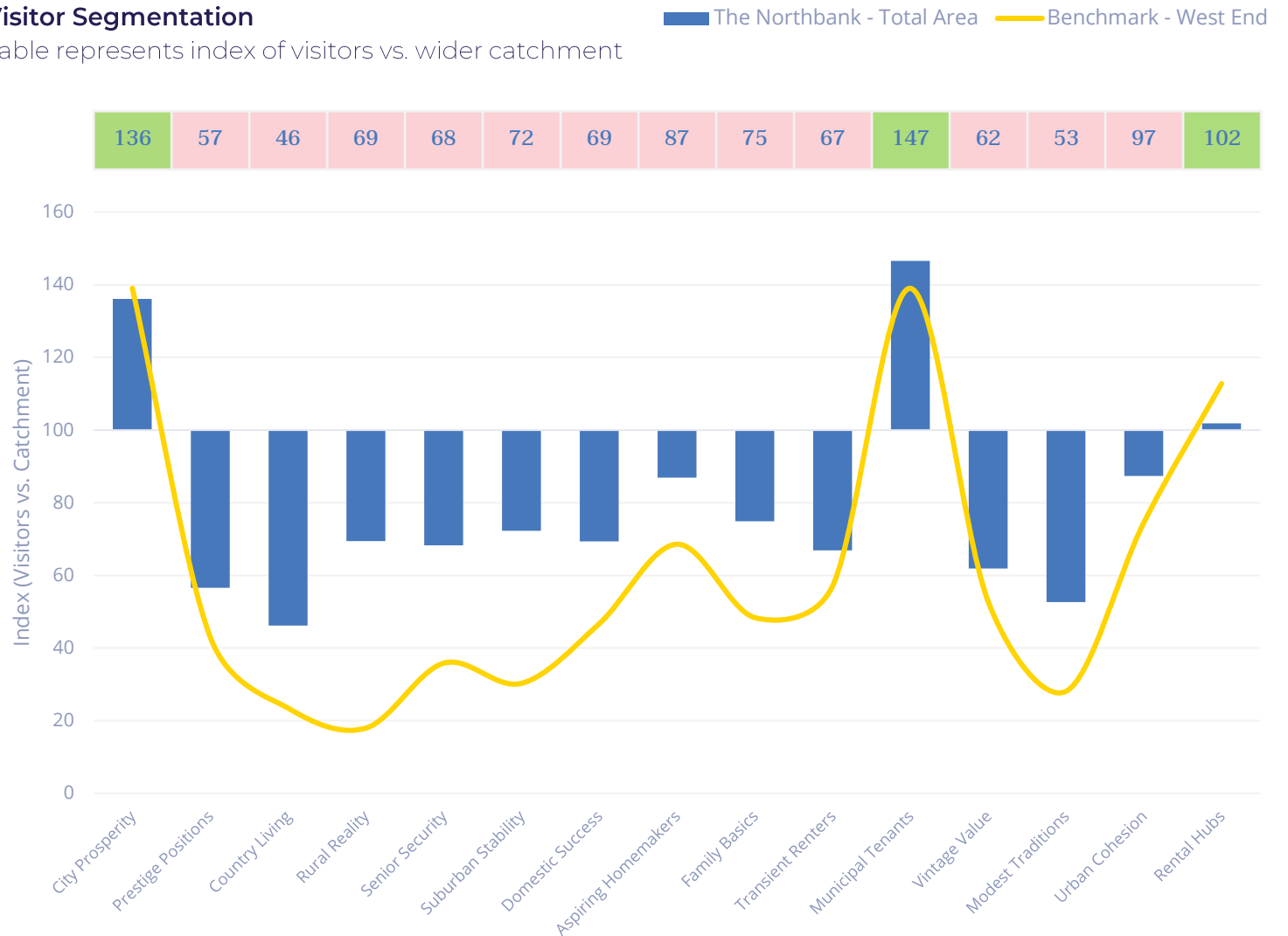
Visitor profile remains in line with West End, with a strong bias towards 2 Mosaic groups 'City Prosperity' and 'Municipal Tenants'

City Prosperity are high-income residents who have expensive homes in desirable metropolitan locations (Age: 26-35 | Income: £100k-£150k)

Municipal Tenants are residents who rent inexpensive city homes in central locations (Age: 56-65 | Income: <£15k)

Visitor Segmentation

Table represents index of visitors vs. wider catchment



Source: Colliers LocateFootfall | Mosaic Experian
See Appendix for defined BID boundaries



04

APPENDIX

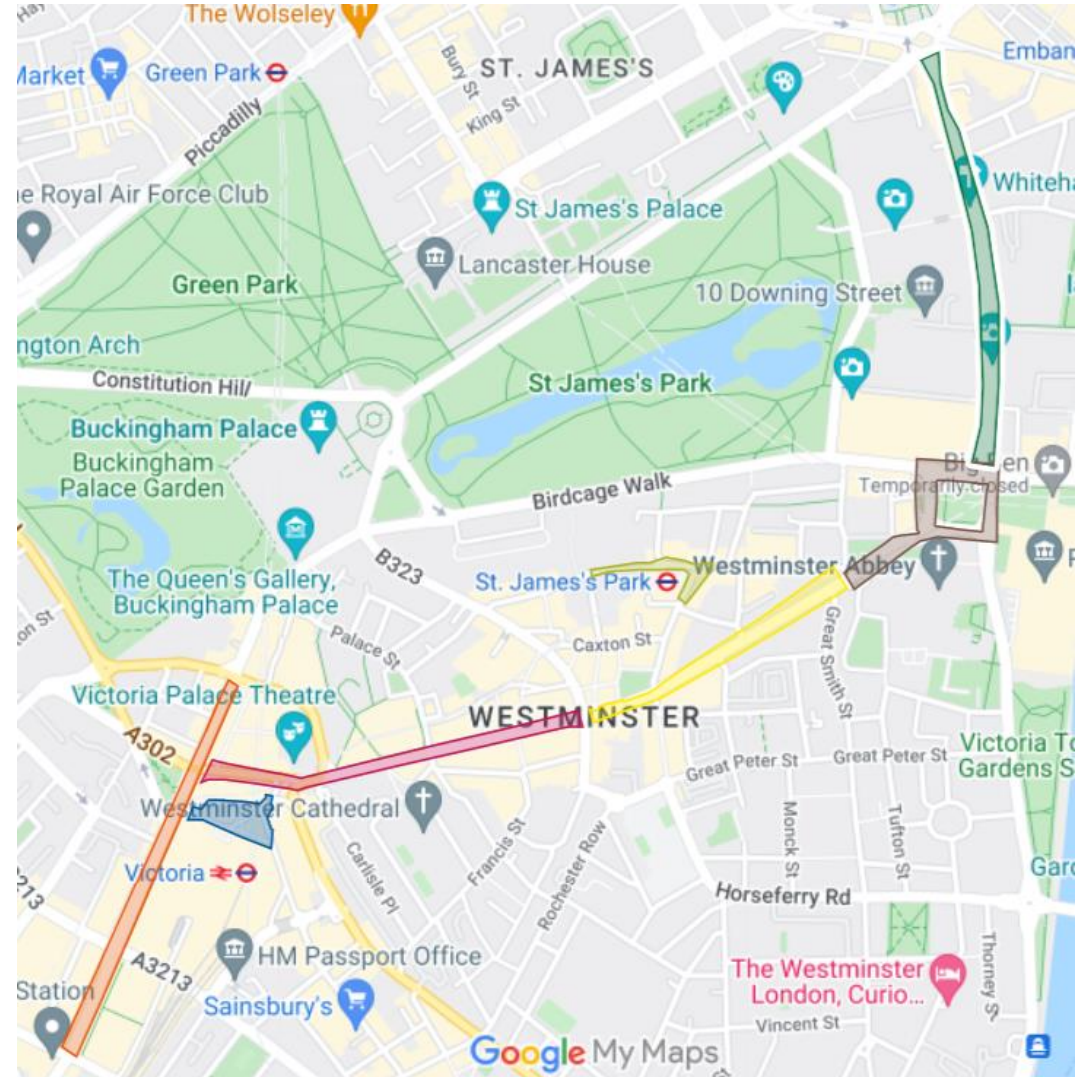
APPENDIX | VICTORIA BID

VICTORIA BID STUDY AREAS

Victoria BID insights have been tracked across 7 study areas within the BID area:

1. Whitehall
2. Buckingham Palace Road
3. Parliament Square
4. St James' Park Station
5. Terminus Place
6. Victoria Street – East
7. Victoria Street – West

In addition, London West End is used as a benchmark location to make comparisons throughout the report

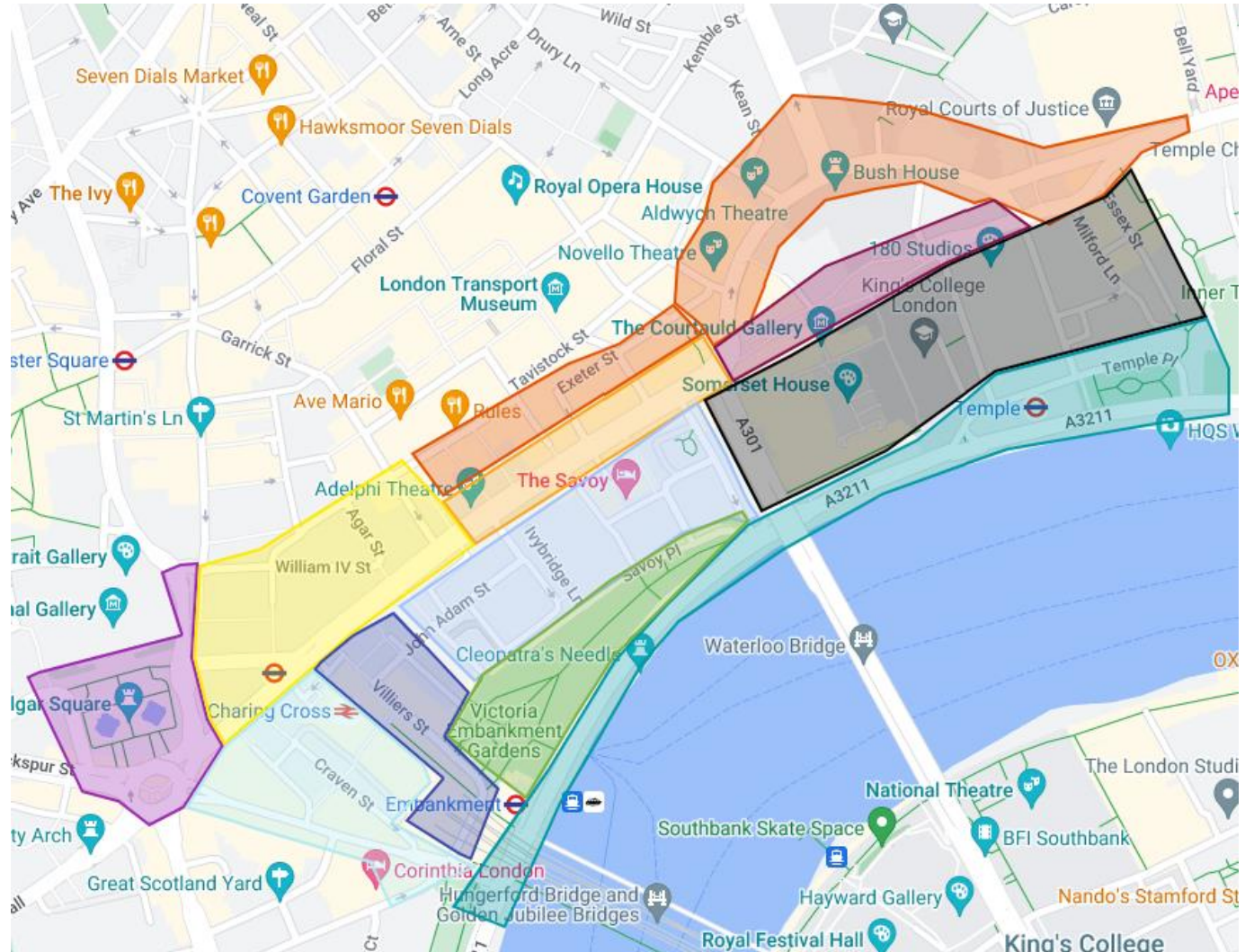


APPENDIX | NORTHBANK BID

NORTHBANK BID STUDY AREAS

Northbank BID insights have been tracked across 12 study areas within the BID area:

1. Trafalgar Square
2. Strand – West
3. Strand – Central
4. Maiden Lane & Tavistock
5. Aldwych ‘D’
6. Strand/Aldwych
7. Somerset/Arundel
8. Riverfront
9. Adelphi
10. Victoria Embankment Gardens
11. Villiers Street
12. Northumberland Avenue



APPENDIX | LONDON HERITAGE QUARTER

WEST END BENCHMARK

Victoria BID & Northbank BID insights are benchmarked against wider West End to provide context.



APPENDIX | MOSAIC EXPERIAN

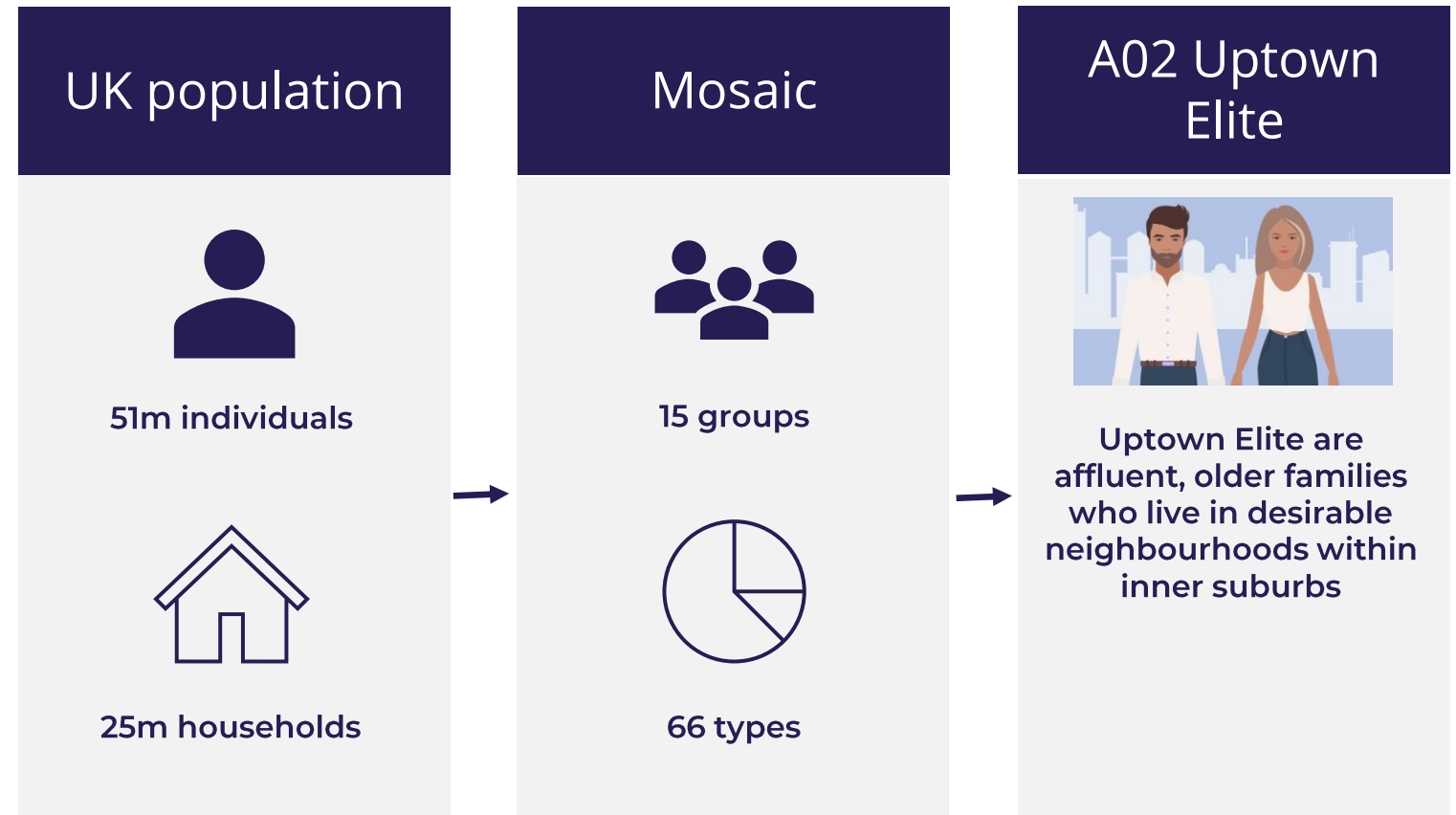
EXPERIAN'S MOSAIC SEGMENTATION

Experian is a multi-national data analytics and consumer credit reporting company, which produces Mosaic – a simple, but powerful framework to help understand customers and visitors.

Experian's Mosaic Customer segmentation tool provides detailed classification of the UK consumer market, based on demographic, behavioural and lifestyle characteristics, providing a universal, and easy-to-understand segmentation.

Mosaic customer segmentation divides a consumer base into groups of individuals that are similar in specific ways, such as:

- Age
- Interests
- Life stage
- Spending habits



APPENDIX | MOSAIC EXPERIAN

EXPERIAN'S MOSAIC SEGMENTATION DESCRIPTIONS

| Type Name | Description | Age | Income |
|-----------------------|---|-------|-----------|
| A City Prosperity | High status city dwellers living in central locations and pursuing careers with high rewards. | 26-35 | £100-150k |
| B Prestige Positions | Established families in large detached homes living upmarket lifestyles. | 55-65 | £150k+ |
| C Country Living | Well-off owners in rural locations enjoying the benefits of country life. | 66+ | £70-99k |
| D Rural Reality | Householders living in less expensive homes in village communities. | 56-65 | £20-30k |
| E Senior Security | Elderly people with assets who are enjoying a comfortable retirement. | 66+ | £20-30k |
| F Suburban Stability | Mature suburban owners living settled lives in mid-range housing. | 56-65 | £30-39k |
| G Domestic Success | Thriving families who are busy bringing up children and following careers. | 36-45 | £70-99k |
| H Aspiring Homemakers | Younger households settling down in housing priced within their means. | 26-35 | £40-49k |
| I Family Basics | Families with limited resources who budget to make ends meet. | 36-45 | £20-29k |
| J Transient Renters | Single people renting low cost homes for the short term. | 26-35 | £20-29k |
| K Municipal Tenants | Urban residents renting high density housing from social landlords. | 56-65 | <£15k |
| L Vintage Value | Elderly people with limited pension income, mostly living alone. | 66+ | <£15k |
| M Modest Traditions | Mature homeowners of value homes enjoying stable lifestyles. | 56-65 | £20-29k |
| N Urban Cohesion | Residents of settled urban communities with a strong sense of identity. | 36-45 | £20-29k |
| O Rental Hubs | Educated young people privately renting in urban neighbourhoods. | 26-35 | £30-39k |

Source: Mosaic – Experian
All descriptions for segmentation types provided by Experian

The Colliers logo is a blue rounded rectangle with the word "Colliers" in white serif font. Below the text are three horizontal stripes: a yellow stripe on top, a red stripe in the middle, and a blue stripe on the bottom.

Data-driven, objective location strategy

We work with Occupiers and Landlords/Investors to optimize store/branch estates and real estate assets



WHAT WE DO...



For Occupiers

Roll-out prioritisation



Network optimisation

Cannibalisation analytics



Predictive performance forecasting



For Landlords



Sustainable rent modelling



Consumer surveys



Development appraisal

Geographic marketing recommendations



Tenant mix strategy



For Public Sector

Venue rankings



Visitor profiling



Capacity studies

For all

Customer profiling + segmentation



Channel 'halo' analytics



Footfall reporting



Turnover forecasting



Catchment definitions and profiling



Colliers LocateFootfall

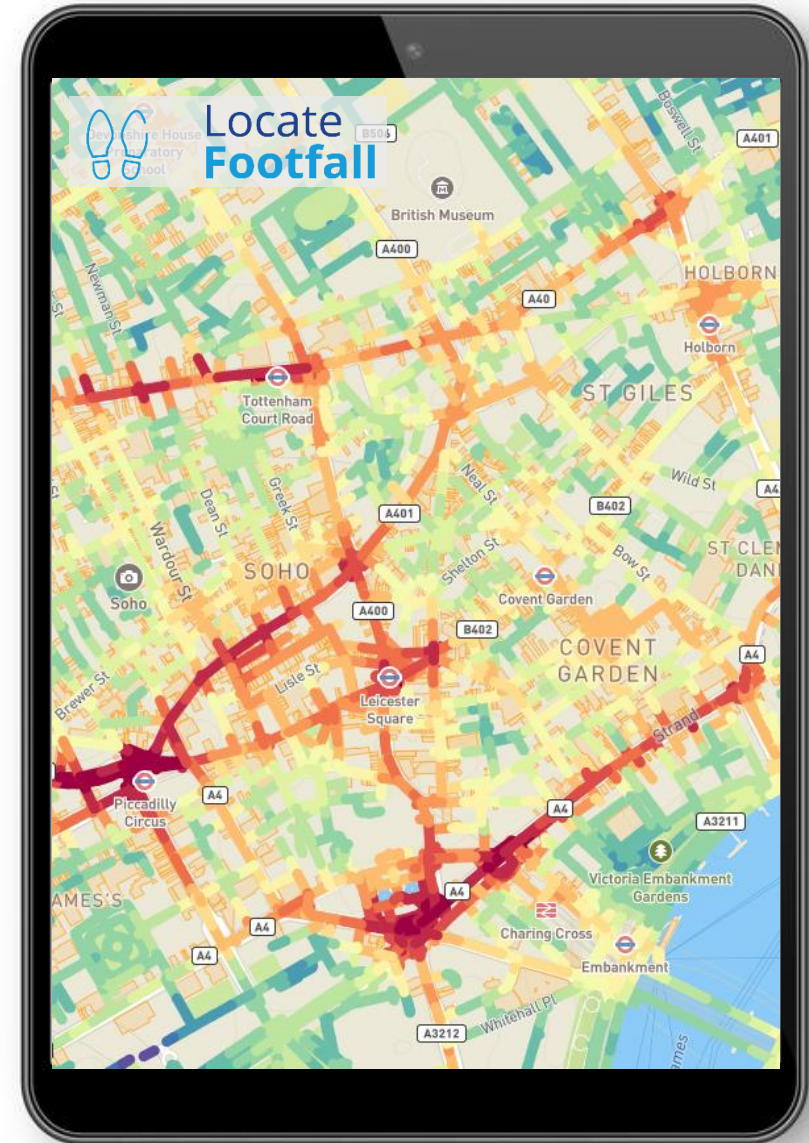
Footfall Intelligence

Using mobile data, we are able to profile visitors from a data pool of billions of records

Part of Colliers' proprietary LocateInsights Platform, LocateFootfall delivers unique crowd level profile & behavioural insights for use across the UK retail sector.

The platform is the product of a range of unique partnerships across the Data & Proptech markets, harnessing big data and A.I via a simple browser based tool.

- ✓ Market leading intelligence from 80+ data sources
- ✓ Sample size of over 9 million active smartphone users
- ✓ Delivers data instantly without hardware installation
- ✓ Location data at any level of geography, over any time period



OVERVIEW

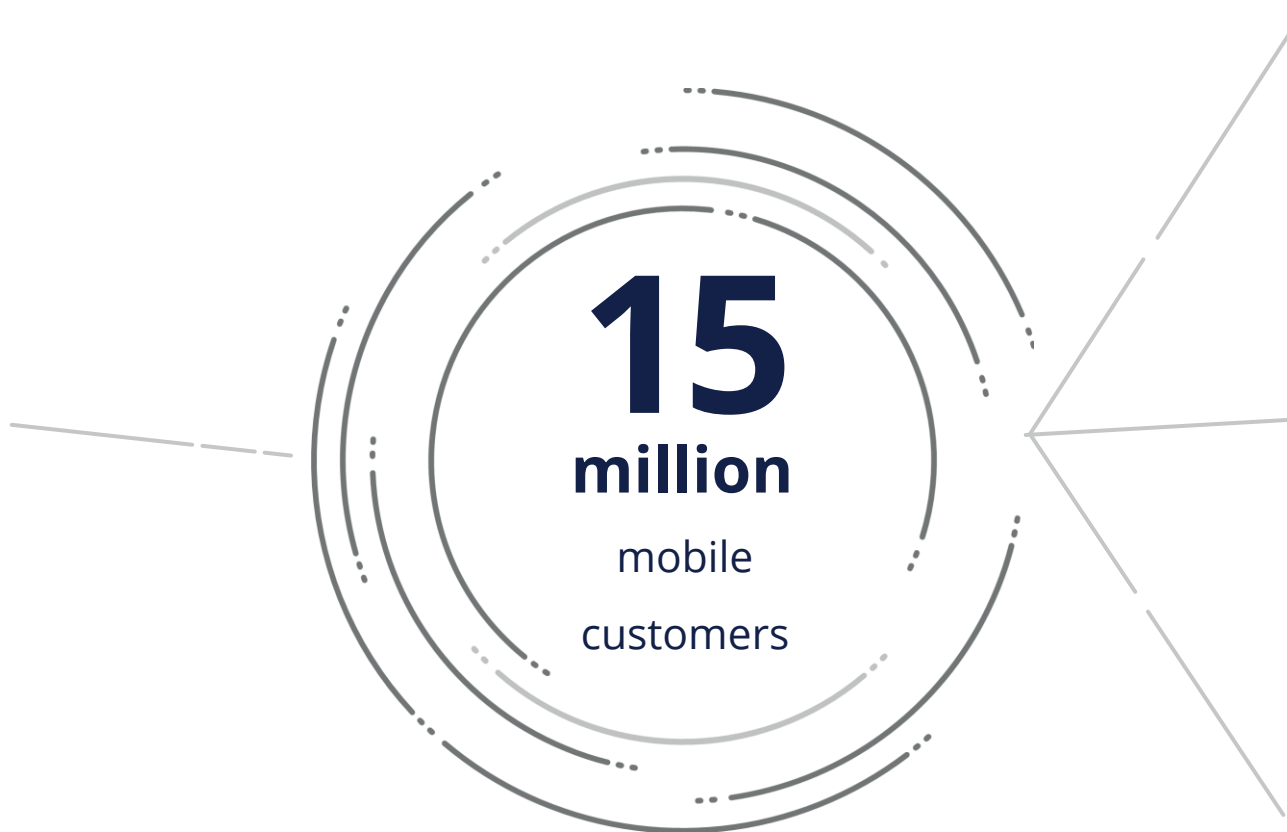


**Locate
Footfall**



80+ DATA SOURCES

Data is derived from three core sources; GPS data from mobile apps, Wifi providers and Telecoms providers. Three sources combined deliver national coverage, to the highest levels of granularity.



**15
million**
mobile
customers

Anonymised

Personal data eliminated and hashed to keep an anonymised ID only

Aggregated

IDs grouped to crowd data, no individual is identifiable

Extrapolated

Algorithms applied so the insights represent the entire population

Colliers LocateFootfall platform

GDPR

GDPR insists that no personal data is to be used for marketing purposes, without permission even if it is anonymised...

- *In short, all mobile devices used in the data provided from the platform have opted in.*
- *All personal information is anonymised leaving only an 'anonymised identifier' for each individual. This is not personally identifiable information, and it cannot be linked against other datasets.*
- *Our data vendors have been operational long before GDPR came in to effect in 2018 – long standing security processes and strong legal frameworks.*
- *All data available in our platform is extrapolated to represent the national population - Under no circumstances is an individual ever identifiable in our data.*

Partner Accreditations:





About us

COLLIERS RETAIL STRATEGY & ANALYTICS

The Colliers Retail Strategy & Analytics platform consists of the very best talent from all over the country. Our enterprising approach and global reach mean we deliver location strategy solutions that drive exceptional results for every client, everywhere.



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